Abstract

The development of information and technology among the people of Indonesia to the changing patterns of consumer behavior to information, the change was seen with the shift of culture such as reading the information in the newspaper be read electronic information through newspapers or by accessing a news site that always brings the latest news. It is having an impact to the company, the company began to take advantage of the presence of the digital world of the Internet or to conduct electronic commerce or activities such as marketing. One of the marketing activities through the internet is to use social media such as Twitter.

This study aims to investigate the influence of social media with the social dimension of presence, media richness, self-presentation and self-disclosure on customer loyalty. This study used a sample of 100 respondents and collecting data using questionnaires. This type of research is quantitative descriptive. Analysis of the data used is multiple linear regression analysis.

The results showed that the influence of social media independent variable on the dependent variable customer loyalty by 37%, while the remaining 63% is explained by other variables outside independent variables studied.

Keyword: Social Media, Customer Loyalty, BNI